



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 195236

Schedule Dates 09/07/12-09/10/12
Advertiser Romney/P/R (15707)
Agency American Rambler Production (5128)
Product Political-Political (1088)
Brand Romney for President (67445)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Kincaid, Stephanie
Phone/Fax (202) 567-6193 /
CPE Romney/US President/363 9/7-9/10/12
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 09/06/12
Last Modified 09/07/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$21,817.50
Net Total \$123,632.50
Sales Tax

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Sep. 2012	85	\$145,450.00
Grand Total:	85	\$145,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA						2			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/6/12
2.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	1								1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/6/12
3.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A						2			2	\$450.00	\$900.00	WJLA Arlington (WJLA)		9/6/12
4.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	2								2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/6/12
5.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	9A- LIVE!	2								2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/6/12
6.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	9A- LIVE!						2			2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/6/12
7.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	10A- RACHAEL RAY						2			2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/6/12
8.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	10A- RACHAEL RAY	2								2	\$300.00	\$600.00	WJLA Arlington (WJLA)		9/6/12
9.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	10:58A- ABC-THE VIEW						2			2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/6/12
10.0	Revised Line / SPOT	09/10/12-09/10/12	3	:30	10:58A- ABC-THE VIEW	1								1			WJLA Arlington (WJLA)		9/6/12
10.1	Normal Line / SPOT	09/10/12-09/10/12	3	:30	10:58A- ABC-THE VIEW	2								2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/6/12

CONFIRMATION CONTRACT

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Rate \$145,450.00

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11.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	11:59A-NEWS-ABC 7 NEWS @ NOON						2			2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/6/12
12.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	3P-ABC-GENERAL HOSPITAL						2			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/6/12
13.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	11:59A-NEWS-ABC 7 NEWS @ NOON		2							2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/6/12
14.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	3:59P-ANDERSON COOPER SHOW						2			2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		9/6/12
15.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	4:58P-NEWS-ABC 7 NEWS @ 5P						2			2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/6/12
16.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	5:59P-NEWS-ABC 7 NEWS @ 6P						2			2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/6/12
17.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	4:58P-NEWS-ABC 7 NEWS @ 6P		2							2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/6/12
18.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	4:58P-NEWS-ABC 7 NEWS @ 5P		2							2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/6/12
19.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	6:58P-WHEEL OF FORTUNE		2							2	\$2,600.00	\$5,200.00	WJLA Arlington (WJLA)		9/6/12
20.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	7:27P-JEOPARDY		2							2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		9/6/12

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21.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	6:58P- WHEEL OF FORTUNE						2			2	\$2,600.00	\$5,200.00	WJLA Arlington (WJLA)		9/6/12
22.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	7:27P- JEOPARDY						2			2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		9/6/12
23.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P						2			2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/6/12
24.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	3:58P- ABC- KATIE COURIC									2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		9/6/12
25.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P									2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/6/12
26.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	11:35P- ABC-ABC NIGHTLINE						2			2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/6/12
27.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	9P- ABC-20/20						1			1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/6/12
28.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	11:35P- ABC-ABC NIGHTLINE									2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/6/12
29.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	10:01P- ABC-CASTLE									1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		9/6/12
30.0	Normal Line / SPOT	09/08/12-09/08/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$350.00	\$350.00	WJLA Arlington (WJLA)		9/6/12

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31.0	Normal Line / COLLEGE FOOTBALL	09/08/12-09/08/12	4	:30	11:58A- SPORTS-ABC COLLEGE FOOTBALL DOUBLEHEADER							6		5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		9/6/12
31.0.1	Closed Preempt	09/08/12															WJLA Arlington (WJLA)	No Avail/Exception -	
32.0	Normal Line / AUTO	09/08/12-09/08/12	4	:30	7:28P- SPORTS-ABC CAR RACING PRIME							2		2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		9/6/12
33.0	Normal Line / AUTO	09/08/12-09/08/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P							2		2	\$400.00	\$800.00	WJLA Arlington (WJLA)		9/6/12
34.0	Revised Line / SPOT	09/09/12-09/09/12	4	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								2				WJLA Arlington (WJLA)		9/6/12
34.1	Normal Line / SPOT	09/09/12-09/09/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								2	2	\$350.00	\$700.00	WJLA Arlington (WJLA)		9/7/12
35.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	9A- INSIDE WASHINGTON							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/6/12
36.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	9:57A- ABC-THIS WEEK							1		1	\$14,000.00	\$14,000.00	WJLA Arlington (WJLA)		9/6/12
37.0	Normal Line / SPOT	09/09/12-09/09/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							2		2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/6/12
38.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	6:58P- ABC-ONCE UPON A TIME							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/6/12

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WJLA Arlington (WJLA)
By Broadcast Month Spots Rate
Sep. 2012 85 \$145,450.00
Grand Total: 85 \$145,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
39.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	8P- ABC-ONCE UPON A TIME								1	1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/6/12
40.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	9P- ABC-ONCE UPON A TIME								2	2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/6/12
41.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	10P- ABC-ONCE UPON A TIME								2	2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/6/12
42.0	Normal Line / SPOT	09/09/12-09/09/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								2	2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/6/12
43.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/6/12
44.0	Normal Line / SPOT	09/08/12-09/08/12	4	:30	7:28P- SPORTS-ABC CAR RACING PRIME							2		2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		9/7/12
45.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	6:58P- ABC-ONCE UPON A TIME								2	2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/7/12
46.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6:27P- 6:30P (EST)		1							1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/7/12

CONFIRMATION CONTRACT

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Comments:

TvSCAN

Stephanie Kincaid - 9/5/12 4:53 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

Buyer Stephanie Kincaid
Client Romney for President, Inc.

Order Number 363
Campaign September 7-10
Flight Flight 1 09/07/12-09/10/12

Station WJLA
Address

Agency American Rambler Productio
Address

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
4 GOOD-WASH 600A Mon 6:00a- 7:00a	1150 \$600	Sep10-Sep10	:30	2	2						500
4 GOOD-WASH 600A Fri 6:00a- 7:00a	1150 \$600	Sep07-Sep07	:30	2					2		450
5 GD MRN AMR-ABC Mon 7:00a- 9:00a	1000 \$1,000	Sep10-Sep10	:30	2	2						500
5 GD MRN AMR-ABC Fri 7:00a- 9:00a	1000 \$1,000	Sep07-Sep07	:30	2					2		500
3 REGIS&KELLY Mon 9:00a-10:00a	\$1,200	Sep10-Sep10	:30	2	2						800
3 REGIS&KELLY Fri 9:00a-10:00a	\$1,200	Sep07-Sep07	:30	2					2		550
5 RACHAEL RAY Mon 10:00a-11:00a	300 \$500	Sep10-Sep10	:30	2	2						300
5 RACHAEL RAY Fri 10:00a-11:00a	\$500	Sep07-Sep07	:30	2					2		300
3 VIEW-ABC Fri 11:00a-12:00p	\$2,000	Sep07-Sep07	:30	2					2		
3 VIEW-ABC Mon 11:00a-12:00p	\$2,000	Sep10-Sep10	:30	2	2						
3 ABC7 NWS AT 12 Mon 12:00p-12:30p	\$1,600	Sep10-Sep10	:30	2	2						
3 ABC7 NWS AT 12 Fri 12:00p-12:30p	\$1,600	Sep07-Sep07	:30	2					2		
4 GENRL HOSPITAL Fri 3:00p- 4:00p	\$1,000	Sep07-Sep07	:30	2					2		
4 ANDERSON Katie Mon 4:00p- 5:00p	700 800	Sep10-Sep10	:30	2	2						400

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TAPSCAN
Software Suite

TvSCAN

Stephanie Kincaid - 9/5/12 4:53 PM

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Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
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4 ANDERSON Fri 4:00p- 5:00p	600 \$700	Sep07-Sep07	:30	2	--	--	--	--	2 ✓	--	--
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3 ABC7 NWS AT 5 Mon 5:00p- 6:00p	\$1,600	Sep10-Sep10	:30	2	2 ✓	--	--	--	--	--	900A
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5 ABC7 NWS AT 5 Fri 5:00p- 6:00p	\$1,600	Sep07-Sep07	:30	2	--	--	--	--	2 ✓	--	700A
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4 ABC7 NWS AT 6 Fri 6:00p- 6:30p	\$1,600	Sep07-Sep07	:30	2	--	--	--	--	2 ✓	--	800
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3 ABC7 NWS AT 6 Mon 6:00p- 6:30p	\$1,800	Sep10-Sep10	:30	2	2 ✓	--	--	--	--	--	1000
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4 WHEEL-FORTNE Fri 7:00p- 7:30p	\$2,600	Sep07-Sep07	:30	2	--	--	--	--	2 ✓	--	--
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4 WHEEL-FORTNE Mon 7:00p- 7:30p	\$2,600	Sep10-Sep10	:30	2	2 ✓	--	--	--	--	--	--
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4 JEOPARDY Mon 7:30p- 8:00p	\$2,800	Sep10-Sep10	:30	2	2 ✓	--	--	--	--	--	--
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4 JEOPARDY Fri 7:30p- 8:00p	\$2,800	Sep07-Sep07	:30	2	--	--	--	--	2 ✓	--	--
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4 ABC7 NWS AT 11 Fri 11:00p-11:30p	\$2,000	Sep07-Sep07	:30	2	--	--	--	--	2 ✓	--	1400
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4 ABC7 NWS AT 11 Mon 11:00p-11:30p	\$2,000	Sep10-Sep10	:30	2	2 ✓	--	--	--	--	--	1400
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4 ABC-NITELINE Mon 11:30p-12:00a	\$1,400	Sep10-Sep10	:30	2	2 ✓	--	--	--	--	--	--
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4 ABC-NITELINE Fri 11:30p-12:00a	\$1,400	Sep07-Sep07	:30	2	--	--	--	--	2 ✓	--	--
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4 CASTLE-ABC Mon 10:00p-11:00p	\$5,000 \$3,500	Sep10-Sep10	:30	1	1 ✓	--	--	--	--	--	--
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4 20/20-FRI-ABC Fri 10:00p-11:00p	\$5,000	Sep07-Sep07	:30	1	--	--	--	--	1 ✓	--	--
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3 GD MRN-SAT-ABC Sat 7:00a- 8:00a	\$350	Sep08-Sep08	:30	1	--	--	--	--	--	1 ✓	--
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4 COLLEGE FOOTBALL Sat 12:00p- 3:30p	\$1,400	Sep08-Sep08	:30	4	--	--	--	--	--	4 ✓	--
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4 COLLEGE FOOTBALL Sat 3:30p- 7:00p	\$1,400	Sep08-Sep08	:30	2	--	--	--	--	--	2 ✓	--
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WHEEL-FORTNE W Sat 7:00p- 7:30p	\$800	Sep08-Sep08	:30	2	--	--	--	--	--	2	--
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JEOPARDY-WKND Sat 7:30p- 8:00p	\$800	Sep08-Sep08	:30	2	--	--	--	--	--	2	--
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Stephanie Kincaid - 9/5/12 4:53 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
NASCAR											
4 Sat 7:30p-11:00p	\$1,500	Sep08-Sep08	:30	2	--	--	--	--	--	2	--
ABC7NW AT11 L											
4 Sat 11:30p-12:00a	\$600 400	Sep08-Sep08	:30	2	--	--	--	--	--	2	--
GD MRN-SUN-ABC											
Sun 8:00a-9:00a	\$350	Sep09-Sep09	:30	2	--	--	--	--	--	--	2
INSD WASHINGTN											
4 Sun 9:00a-9:30a	\$2,000	Sep09-Sep09	:30	1	--	--	--	--	--	--	1
THIS WEEK-ABC											
4 Sun 10:00a-11:00a	\$14,000	Sep09-Sep09	:30	1	--	--	--	--	--	--	1
ABC7 NW AT 630											
3 Sun 6:30p-7:00p	\$1,200	Sep09-Sep09	:30	2	--	--	--	--	--	--	2
ONCE UPON A TIME											
4 Sun 7:00p-8:00p	\$1,200 2,000	Sep09-Sep09	:30	1	--	--	--	--	--	--	1
OMCE UIPON A TIME											
4 Sun 8:00p-9:00p	\$3,000	Sep09-Sep09	:30	1	--	--	--	--	--	--	1
ONCE UPON A TIME											
4 Sun 9:00p-10:00p	\$3,000	Sep09-Sep09	:30	2	--	--	--	--	--	--	2
ONCE UPON A TIME											
4 Sun 10:00p-11:00p	\$3,000	Sep09-Sep09	:30	2	--	--	--	--	--	--	2
ABC7 NWS AT 11											
3 Sun 11:00p-12:00a	\$1,600	Sep09-Sep09	:30	2	--	--	--	--	--	--	2

WJLA Totals **\$145,450** **85**

Monthly Sep 2012
Gross Cost \$145,450.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

+7600

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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